

## ABSTRACT

The invention is of a stethoscope cleansing unit and of the use of the stethoscope cleansing unit as a novel business method for promoting a marketer's logo and advertisement to medical personnel and patients in the examining room or hospital. The system attaches such advertisements to a useful and conveniently used stethoscope cleansing unit that will be used by medical personnel to sterilize stethoscope diaphragms between patient assessments, thereby preventing the spread of infectious diseases. This apparatus can be utilized in a novel business method as a way for marketers to distinguish their product from the myriad of others by 1) attracting the attention of busy medical personnel during patient examinations, which is the exact time that medical product marketers would benefit most from such attention; and by 2) attracting the attention of the patient through its presence in the examining room at a time when the patient is typically waiting for attention and has time to notice such advertisements.